

SOUTH  
AUSTRALIAN  
**CIRCUS**  
CENTRE

# STRATEGIC PLAN 2023-2028



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# I. WHO WE ARE

**THE SOUTH AUSTRALIAN CIRCUS CENTRE (SACC) HAS BEEN LEADING SOUTH AUSTRALIAN CIRCUS FOR NEARLY 40 YEARS.**

Home of the Cirkidz Circus School, SACC is a not-for-profit training, community development and professional circus organisation based in Bowden, Tarntanya/Adelaide.

We live work and play on the country of Kurna Miyurna.

**NGADLU TAMPINTHI NGADLU KAURNA  
MIYURNAKU YARTANGKA TIKANTHI  
WARPULAYINTHI NGUNYAWAYINTHI.**





# OUR VALUES

## 2. OUR VALUES

WHAT MOTIVATES AND GUIDES WHAT WE DO

### Individuality

We empower individuals to build their skills, knowledge and confidence in a way that works best for them.

### Community

We are inclusive, accessible, and welcoming. We care for ourselves and each other. We do not let each other fall.

### Excellence

We bring rigour and excellence to every circus experience.

### Relevance

We listen and respond to our participants, artists and audiences.

### Creativity & Physicality

We create art through the physicality of circus.

# 3. OUR OBJECTIVES THROUGH CIRCUS

WHAT MOTIVATES AND GUIDES OUR ARTISTIC PLAN

## BODYTALK

Circus is a mind and body practice which needs discipline, strength, and physical activity. Circus physicality guides the body to access truths beyond words. It creates a shared space between artists and audience.

## LONG-STORY

Zooming out to imagined futures and ancestral pasts, we develop over time and 'play the long game'.

## FUN

We are serious about circus and embrace the joy of circus.

## CIRCUS AS LIFE

We hold and catch each other daily – this responsibility is a radical accountability that shapes how we are present in the world.

## ANTI-FRAGILITY

We build skills, knowledge, confidence, and our ability to deal with complexity by challenging our bodies and minds.



# OUR PURPOSE

## 4. OUR PURPOSE

### WHAT WE DO

To create circus experiences that enable our participants, students, audiences, artists and performers to grow socially, emotionally, physically and artistically.



# OUR VISION

## 5. OUR VISION

### WHAT WE WANT TO BE

To be nationally recognised by artists, audiences and participants as one of Australia's leading New Circus Arts Companies and foremost producers of professional circus artists. We will strive for excellence in every circus experience we create whilst remaining accessible and welcoming to all and responsive to the needs of our circus community.



# 6. OUR GOALS

## GOAL 1 OUR WORK



**We will provide a circus experience that caters for everyone regardless of who they are or how far they want to take their circus journey**

### Key Strategies

- Resource and appoint a new Creative Producer role to grow and extend the life of all new work.
- Create pathways between our Artist Development Program and professional practice.
- Secure co-funding to support multi-year development of new artistic work.
- Increase the reach of our Circus School programs.

## GOAL 2 OUR COMMUNITY



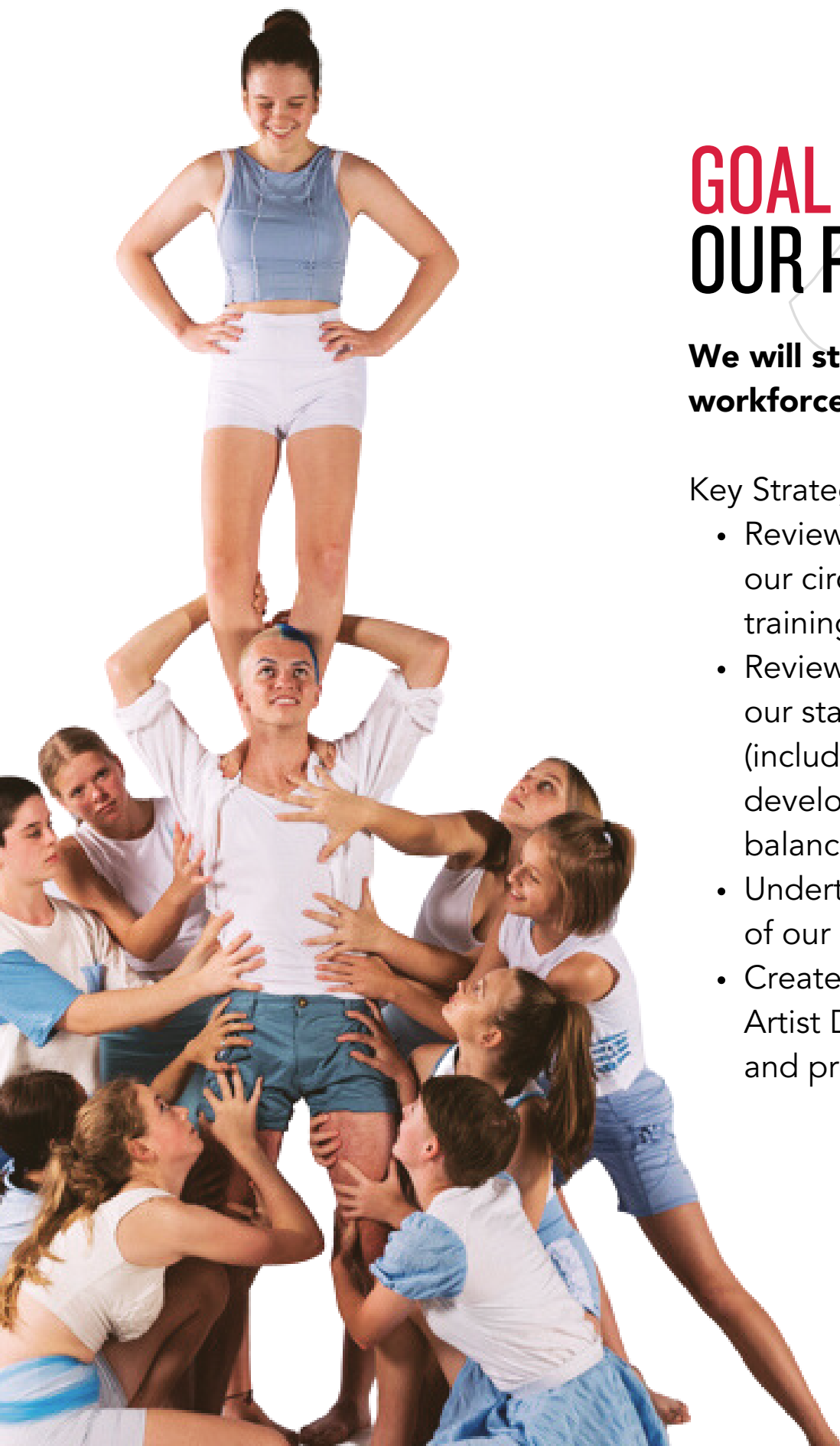
**We will ensure our work is relevant, inclusive and impactful by listening and responding to our participants, artists, audiences and sector.**

### Key Strategies

- Consolidate and integrate youth governance strategy
- Review, improve and document our circus curriculum.
- Schedule regular opportunities for reflection and feedback.
- Continue and expand our mutually beneficial partnerships and collaborations (including Uni SA research programs).
- Increase SACC's visibility to community, Government and other stakeholders.
- Ensure our governance and decision-making processes are inclusive and representative of our community.



# 6. OUR GOALS CONTINUED



## GOAL 3 OUR PEOPLE

**We will strengthen our workforce.**

### Key Strategies

- Review, improve and document our circus trainer recruitment, training and retention.
- Review, improve and document our staff culture and care (including professional development and work-life balance).
- Undertake a regular evaluation of our Board of Directors.
- Create pathways between our Artist Development Program and professional practice.

## GOAL 4 OUR HOME

**We will pursue high quality facilities for SACC.**

### Key Strategies

- Maximise use of our existing site and facilities – short-term (up to 3 years)
- Develop a campaign for high-quality facilities and lobby government and stakeholders for support – long term (3 years +)
- Pursue appropriate partnership opportunities to mitigate single site risks.

## GOAL 5 OUR FUTURE

**We will position ourselves for long-term financial sustainability.**

### Key Strategies

- Increase and diversify Multi-Year funding support.
- Develop and implement a new investment strategy.
- Review, improve and document our governance and risk management processes.